

# ABOVE THE GRID

ONLINE NEWSLETTER

"Knowledge. Creativity. Real Talk. Growth."



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## THE 2ND ONE

**From:**

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Dear Friend & Subscriber,

A few days ago, I posted a picture of my son and I wearing my company tees. On the surface, it was simple. Just a dad and his kid. But the more I looked at that picture, the more I realized something important: Our kids are watching everything we build.

Not just the wins.  
Not just the polished parts.  
But the messy middle too.

They watch us try.  
They watch us fail.  
They watch us start over.  
And they learn from all of it.

That picture reminded me of a truth I wish I learned earlier:

You can start anytime.  
And you can restart anytime.  
There's no finish line for creativity.  
No expiration date on ideas.

No rule that says you have to "have it all figured out" before you begin.

## The Power of Wrong Turns

Some of the best ideas I've ever had didn't show up on purpose.

They showed up:

- when things weren't working
- when I was frustrated
- when I had to pivot
- when I thought I had already failed

You ever notice how the things we plan rarely go exactly how we imagine? But sometimes the things we never planned end up being WAY better?

That's because things rarely travel in a straight line. It's more like a backroad. One you don't fully understand until you're halfway down it.

**Blayed Media?** Started in a living room with zero clue what it would become.

**BAD Software?** That started as a little video game project on the side that grew into me programming other software I can sell.

**Above the Grid?** Wasn't even supposed to be a brand. Just an idea that wouldn't leave for a few years. Wrong turns build right things.

**But only if you keep moving.**

### **Lesson Two: Flexibility is a Creative Superpower**

Most people think success comes from sticking to the plan.

But honestly?

Success usually comes from adjusting the plan without losing your direction.

Stubbornness kills good ideas. Flexibility multiplies them.

This week, I want you to sit with these three questions:

**1. Where am I resisting change because it scares me?**

**2. What "mistake" actually opened a door I didn't expect?**

**3. What idea or skill is quietly growing in the background that I've been ignoring?**

Your path will change.

Your goals will evolve.

Your identity will shift as you grow.

And that's exactly how it should be.

## **Value Section: Building Through the Pivot**

Here are a few practical things to help you thrive when your path takes a turn:

**1. Don't erase the failed version.** Document it. Screenshots. Notes. Old drafts. Wrong versions become right lessons later. You wouldn't believe the amount of stuff I've kept over the years that I actually revisit and sometimes implement today!

**2. Build soft plans, not hard ones.**

Think outlines, not blueprints.

You need room to breathe and if you get in the midst of a "hard plan", it could be difficult to make a change or make a pivot.

**3. Look for the "accidental ideas."**

Every time something doesn't work, ask: What is this trying to teach me?

#### **4. Create micro-pivots.**

Instead of reinventing everything, adjust one thing at a time:

- your offer
- your niche
- your workflow
- your schedule
- your voice

Small pivots create **massive momentum**.

#### **5. Don't measure a pivot by the first week.**

Give new ideas space to grow legs. Work them. Get feedback.

### **Creative Insight**

People think the biggest risks are starting something new.

**They're not.**

The real risk is staying exactly where you are when something inside you knows you've outgrown it.

Your work can evolve.  
Your identity can evolve.  
Your brand can evolve.

People don't follow perfection.  
They follow transformation.

Let them see yours.

### **Mindset Shift**

If your kid (or anyone younger looking up to you) watched only your actions, not your words, what would they learn?

Would they see someone:

- afraid to try?
- afraid to pivot?
- afraid to let go of the old version of themselves?

Or would they see someone who shows up anyway?

Remember:

You're not just building something. You're modeling courage.

And courage doesn't look like "having it all figured out."

Courage looks like trying again tomorrow.

## **Where We're Going Next**

Next week, I'm breaking down something everyone struggles with but few talk honestly about:

How to build momentum when you don't feel motivated. Because motivation is a spark.

But systems create fire.

I'll show you the exact steps I use to stay consistent even during the chaos of client work, kids, deadlines, and the unexpected pivots.

## **Final Thoughts**

Wrong turns don't ruin your path. They build it.

Your future isn't waiting for you to be perfect. It's waiting for you to be willing.

Start anytime.

Start messy.

Start again if you need to.

Kids are watching.  
Your future self is watching.  
Your people are watching.

Thanks for sticking with me.  
See you in the next one!

– Blayed

A handwritten signature in black ink that reads "Blayed Dillon Smith". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.

**P.S.**

If you're behind on my newsletters, don't stress! This is just the second one! You'll be able to read all the others I've ever written here:

**[www.blayedmedia.com/newsletters](http://www.blayedmedia.com/newsletters)**